



TURQUOISE MOUNTAIN

Terms of Reference

Lead Generation and Partnership Officer

Jordan Country Office

Background

Turquoise Mountain is a non-profit, non-governmental organization specializing in heritage-based urban regeneration, traditional craft training, and connecting artisans to market opportunities. We seek to provide jobs, skills, and opportunities, through heritage. Since 2006 Turquoise Mountain has restored 150 historic and community buildings, trained 7,000 craftspeople, generated sales of more than \$17m in craft products, and welcomed 1m visitors to our exhibitions worldwide.

Introduction

The Turquoise Mountain Institute of Design, Crafts, and Economic Development proudly leads the way in embracing and reviving traditional crafts and sustaining economic growth. Committed to championing the exceptional cultural heritage of the Levant, the Institute's ambition is to strengthen the unique cultural and creative industries. Through a comprehensive educational program, members of the Institute learn the skills needed to succeed in the crafts sector. This facilitates artisans to attain financial autonomy by launching their enterprises and actively contributing to the economy.

Turquoise Mountain is set to implement a new program, focusing on sustainably strengthening and growing the businesses of Home-Based Businesses (HBBs) and Micro and Small Enterprises (MSEs) in the tourism and cultural sectors around northern heritage and nature sites in Jordan (Jerash, Ajloun, Umm Qais, Pella, and the Yarmouk Nature Reserve).

The purpose of this Terms of Reference (ToR) is to outline the responsibilities and tasks of the Lead Generation and Partnerships Officer (LG&PO). The LG&PO plays a crucial role in leading the outreach, collaboration, and partnership efforts integral to the success of our economic development initiatives. With a focus on community engagement, stakeholder mapping, and fostering meaningful partnerships, the LG&PO's responsibilities encompass a wide range of activities aimed at amplifying the impact of our program.





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Role and Responsibilities

This role will be directly supervised by the Head of Economic Development and his/her primary responsibilities include:

- Identify and cultivate potential partners, including NGOs, businesses, and government entities, to enhance collaboration opportunities.
- Evaluate the compatibility and alignment of potential partners with the organization's mission and objectives.
- Develop and maintain a database of potential partners, keeping detailed records of interactions and key contact persons.
- Conduct comprehensive stakeholder mapping to identify key influencers, community leaders, and organizations that can contribute to the success of the economic development initiatives.
- Lead community engagement sessions and awareness-raising campaign to connect with local communities, understand their needs, and communicate the benefits of the organization's available programs.
- Develop and maintain strong relationships with community leaders, artisans, and other stakeholders to ensure active participation and support.
- Identify and establish partnerships with retailers, both locally and regionally, to create distribution channels for artisans' products.
- Conduct a thorough research around artisans that are operating in the Northern areas of the Kingdom and gather insights about the crafts sector in that region.
- Prepare regular reports on partnership development activities, community engagement sessions, and market research findings.
- Maintain detailed documentation of all lead generation and partnership efforts for reference and reporting purposes.





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Qualifications and Requirements

- A bachelor's degree in a relevant field such as Business Administration, Marketing, International Relations, Communications, or a related discipline.
- Proven experience in lead generation, outreach, research, partnership development, business development roles or related areas.
- Excellent communication, interpersonal, and networking skills.
- Strong research skills and the ability to conduct market research and analysis to identify opportunities and trends.
- Analytical mindset to interpret data and provide actionable insights.
- Strong negotiation skills.
- Ability to adapt to changing circumstances and navigate challenges effectively.
- Interest in cultural heritage is a plus.

Working hours:

5 days a week (Sunday to Thursday) from 9:00 am – 5:00 pm

Contract Duration:

18 months (3-month probation period)

Location:

Based in Jubeiha, Amman with frequent visits to Irbid

Application Process:

To apply, please submit your application via this [link](#) and include the following in the PDF format.

- A cover letter in English about your background, experiences, and motivations for this post explicating your experience (250 words).
- An updated resumé.

Only shortlisted applicants will be contacted.

Application Deadline:

The application pack – by e-mail must be received by no later than **31st January, 2024.**

